Set	Items	Description
S1	223	(STAGGERED? OR GRADUATED? OR INCREMENT? OR INTERVAL? OR PROGRESSIVE? OR GRADUAL?)(N4) (DISCOUNT? OR REBATE? OR SPECIAL(-)OFFER? OR PROMOTION? OR VOUCHER? OR REDEMPTION? OR REFUND?)
S2	27503	(INCREAS?) (N3) (PERCENT? ? OR PERCENTAGE? OR DISCOUNT?)
S3	5259	(VISIT? OR SHOP?(N2)TRIP? OR SHOP? OR PURCHASE?) (N5) (CUSTOMER? OR CLIENT? OR SHOPPER? OR BUYER? OR CONSUMER? OR PATRON?)
S4	0	S1 AND S2 AND S3
S5	7	S1 AND S3
S6	3	S1 AND S2
S7	3	RD S5 (unique items)
S8	2	RD S6 (unique items)
?		

04792354   E.I. No: EIP97083789710
   Title: Classification of literature on determining the lot size under
quantity discounts
   Author: Benton, W.C.; Park, Seungwook
   Corporate Source: Ohio State Univ, Columbus, OH, USA
   Conference Title: Proceedings of the 1996 27th Annual Meeting of the
Decision Sciences Institute. Part 3 (of 3)
   Conference   Location: Orlando,   FL,   USA   Conference   Date:
19961124-19961126
   E.I. Conference No.: 46863
   Source: Proceedings - Annual Meeting of the Decision Sciences Institute v
3 1996. Decis Sci Inst, Atlanta, GA, USA. p 1385-1387
   Publication Year: 1996
   CODEN: PAMSED
   Language: English
   Document Type: CA; (Conference Article)   Treatment: G; (General Review);
M; (Management Aspects)
   Journal Announcement: 9710W2
   Abstract: Determining a lot size in the presence of either all-units or
incremental discounts has represented one of major interests of
materials managers. It is a common practice that the suppliers offer
quantity discount to entice the buyers to purchase more and to achieve
economics of scale for transportation and processing costs. This paper will
classify the literature on lot sizing determination under several types of
discount schemes and discuss some of the significant literature in this
area over two decades. Also, some future research areas have been
identified. (Author abstract)

02631148   E.I. Monthly No: EI8809083140
 Title: OPTIMAL JOINT BUYER-SELLER DISCOUNT PRICING MODEL.
   Author: Chakravarty, Amiya K.; Martin, G. E.
   Corporate Source: Univ of Wisconsin, Milwaukee, WI, USA
   Source: Computers & Operations Research v 15 n 3 1988 p 271-281
   Publication Year: 1988
   CODEN: CMORAP   ISSN: 0305-0548
   Language: English
   Document Type: JA; (Journal Article)   Treatment: A; (Applications); E;
(Economic/Cost Data/Market Survey); T; (Theoretical)
   Journal Announcement: 8809
   Abstract: Quantity discount models in the EOQ environment are a
well-known means for a vendor to entice a buyer or buyers to purchase
in larger quantities and less frequently, thus reducing annual inventory
policy cost. The seller similarly benefits, although until fairly recently,
the mechanism behind the discount structure created by the seller has been
essentially ignored and the discount structure simply taken as a given.
This paper provides the vendor with the means for optimally determining
both the discount price and the replenishment interval under periodic
review for any desired joint saving-sharing scheme between the seller and
buyer(s). In the multiple-buyer case we provide an efficient algorithm for
homogeneously grouping buyers, with common group order intervals, to the
mutual satisfaction of all participants; that is, by further improving
joint savings. (Edited author abstract) 9 refs.

0968072 ORDER NO: AAD87-24102

A TECHNIQUE TO EVALUATE SALES PROMOTIONS IN TERMS OF INCREMENTAL SALES

Author: STINEROCK, ROBERT NOEL
Degree: PH.D
Year: 1987
Corporate Source/Institution: COLUMBIA UNIVERSITY (0054)
Source: VOLUME 48/08-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
         PAGE 2109. 129 PAGES

     This research develops a fairly simple technique for evaluating how
effective a sales promotion of a frequently purchased consumer good has
been at attracting sales with a high probability of being incremental. We
define incremental sales as promotion -period sales which the brand
would not have had without the promotion.
     Many sales promotion studies evaluate the impact of the sales
promotion in terms of short-term increase in sales volume. But an increase
in sales volume can be a misleading criterion by which to judge the
"success" of a sales promotion. We should also consider whether the sales
promotion is reaching new users--a major source of incremental sales--or
merely rewarding loyal (current) buyers.
     This line of research is important for at least two reasons. First,
U.S. firms are spending--and apparently will continue to spend--enormous
amounts of money on sales promotion. Expenditures for sales promotion have
exceeded those for advertising by an amount which has grown larger each
year. That is, not only is the absolute level of expenditure on sales
promotion greater than that on advertising, the rate of increase of
spending on sales promotion is greater as well.
     Second, few marketing practitioners really understand how to evaluate
the results of their sales promotions, even though so much money is
involved. Strang (1976, p. 120) observes that "evaluation of promotion
programs receives little attention. Even when an attempt is made to
evaluate a promotion, it is likely to be superficial."

 8/7/1   (Item 1 from file: 8)
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04535052   E.I. No: EIP96083295412
   Title: Modeling quantity discounts under general price-sensitive demand
functions: optimal policies and relationships
   Author: Kevin, Weng Z.
   Corporate Source: Georgia inst. technology, school management, Atlanta,
GA, USA
   Source: European Journal of Operational Research v 86 n 2 1995. p 300-314
   Publication Year: 1995
   CODEN: EJORDT   ISSN: 0377-2217
   Language: English
   Document Type: JA; (Journal Article)
   Journal Announcement: 9612W4

   Abstract: This paper presents models for determining optimal all-unit and
 incremental quantity discount policies and investigates the effect of
quantity discounts on increasing demand and ensuring pareto-efficient
transactions under general price-sensitive demand functions. The paper
develops optimal quantity discount policies, investigates their
interrelationships and their benefits to both the supplier and the buyer,
and gains managerial insights for the scenarios of maximizing the
supplier's profit and the joint profit. We develop simple and efficient
solution approaches for determining the all-unit and the incremental
optimal decision policies for general price-sensitive demand functions. We
have three main findings. First, with price-sensitive demand there are two
incentives in offering quantity discounts : increasing demand and
ensuring pareto-efficient transactions. In most cases, increasing demand
dominates in justifying the offering of quantity discounts. Second, using a
single lot size associated with all efficient transactions as with the
constant demand case does not hold with the price-sensitive demand case.
Third, the optimal all-unit quantity discount policy is equivalent to the
optimal incremental quantity discount policy in benefiting both the
supplier and the buyer. 19 Refs.

5102546   INSPEC Abstract Number: C9512-1290D-045
 Title: Modeling quantity discounts under general price-sensitive demand
functions: Optimal policies and relationships
  Author(s): Weng, Z.K.
  Author Affiliation: Sch. of Manage., Georgia Inst. of Technol., Atlanta,
GA, USA
  Abstract: This paper presents models for determining optimal all-unit and
 incremental quantity discount policies and investigates the effect of
quantity discounts on increasing demand and ensuring pareto-efficient
transactions under general price-sensitive demand functions. The paper
develops optimal quantity discount policies, investigates their
interrelationships and their benefits to both the supplier and the buyer,
and gains managerial insights for the scenarios of maximizing the
supplier's profit and the joint profit. the author develops simple and
efficient solution approaches for determining the all-unit and the
incremental optimal decision policies for general price-sensitive demand
functions. The author has three main findings. First, with price-sensitive
demand   there are two incentives in offering quantity discounts :
 increasing demand and ensuring pareto-efficient transactions. In most
cases, increasing demand dominates in justifying the offering of quantity
discounts. Second, using a single lot size associated with all efficient
transactions as with the constant demand case does not hold with the
price-sensitive demand case. Third, the optimal all-unit quantity discount
policy is equivalent to the optimal incremental quantity discount
 policy in benefiting both the supplier and the buyer. (19 Refs)
?

Set	Items	Description
S1	1	(STAGGERED? OR GRADUATED? OR INCREMENT? OR INTERVAL? OR PROGRESSIVE? OR GRADUAL?)(N4) (DISCOUNT? OR REBATE? OR SPECIAL(-)OFFER? OR PROMOTION? OR VOUCHER? OR REDEMPTION? OR REFUND?)
S2	297	(INCREAS?) (N3) (PERCENT? ? OR PERCENTAGE? OR DISCOUNT?)
S3	594	(VISIT? OR SHOP?(N2)TRIP? OR SHOP? OR PURCHASE?) (N5) (CUSTOMER? OR CLIENT? OR SHOPPER? OR BUYER? OR CONSUMER? OR PATRON?)
S4	0	S1 AND S2 AND S3
S5	0	S1 AND S3
S6	0	S1 AND S2